

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application.

Claims 1–21. (Canceled)

22. (New) An electronic advertisement receiving apparatus for a user receiving electronic advertisement information supplied from an advertiser, comprising:

first communication means for communicating with an external device;

advertisement receiving means for receiving, by said first communication means from said external device, an electronic advertisement including advertisement information converted into electronic information;

electronic advertisement storage means for storing said electronic advertisement received by said advertisement receiving means;

presenting means for presenting, to said user, said advertisement information and benefit information of said electronic advertisement received by said advertisement receiving means;

presentation state managing means for managing a presentation state representing a state in which said advertisement information of said electronic advertisement is presented by said presenting means; and

presentation state informing means for informing said advertiser of said presentation state of said electronic advertisement that is managed by said presentation state managing means, wherein

said presentation state managing means generates, based on said presentation state, said benefit information representing benefits concerning said electronic advertisement.

23. (New) The electronic advertisement receiving apparatus according to claim 22, wherein

said presentation state refers to at least one of the number of times said advertisement information of said electronic advertisement is presented by said presenting means and a time period for which said advertisement information of said electronic advertisement is presented by said presenting means.

24. (New) The electronic advertisement receiving apparatus according to claim 22, further comprising second communication means for communicating with said external device of said advertiser, wherein

said presentation state informing means informs, through said second communication means, said external device of said advertiser of said presentation state.

25. (New) The electronic advertisement receiving apparatus according to claim 24, wherein

said electronic advertisement further includes procedure information representing a procedure for generating presentation information representing that said advertisement information of said electronic advertisement have been presented by said presenting means to said user, while updating said benefit information, and

said electronic advertisement receiving apparatus further comprises benefit information updating means using said procedure information of said electronic advertisement received by said advertisement receiving means, for performing a process for generating said presentation information while updating said benefit information based on said presentation state.

26. (New) The electronic advertisement receiving apparatus according to claim 24, wherein

said first communication means is wide-area-network communication means and said second communication means is short-haul communication means.

27. (New) The electronic advertisement receiving apparatus according to claim 22, wherein

said benefits represented by said benefit information have an expiry date, and information about said expiry date is presented to the users or output to external device of users for inducing the users to use and enjoy said benefits represented by said benefit information before said expiry date.

28. (New) The electronic advertisement receiving apparatus according to claim 22, wherein

said electronic advertisement receiving apparatus is a portable apparatus.

29. (New) An electronic advertisement confirming apparatus for an advertiser supplying an electronic advertisement to a user, comprising:

first communication means for communicating with an external device;

electronic advertisement supply means for transmitting, by said first communication means, an electronic advertisement including advertisement information converted into electronic information so as to supply said electronic advertisement to said external device of said user;

presentation state receiving means for receiving, from said external device of said user receiving said electronic advertisement transmitted by said electronic advertisement supply means, a presentation state representing a state in which said advertisement information of said electronic advertisement is presented through said external device to said user; and

presentation state confirming means for confirming validity of said presentation state received by said presentation state receiving means.

30. (New) The electronic advertisement confirming apparatus according to claim 29, wherein

said presentation state refers to at least one of the number of times said advertisement information of said electronic advertisement is presented through said external device of said user and a time period for which said advertisement information of said electronic advertisement is presented through said external device of said user.

31. (New) The electronic advertisement confirming apparatus according to claim 29, further comprising second communication means for communicating with said external device, wherein

said presentation state receiving means receives said presentation state through said second communication means from said external device of said user.

32. (New) The electronic advertisement confirming apparatus according to claim 31, wherein

said first communication means is wide-area-network communication means and said second communication means is short-haul communication means.

33. (New) An electronic advertisement system having an electronic advertisement receiving apparatus for a user receiving electronic advertisement information supplied from an advertiser and an electronic advertisement confirming apparatus for the advertiser supplying an electronic advertisement to the user,

said electronic advertisement receiving apparatus including:

receiver communication means for communicating with a first external device;

advertisement receiving means for receiving, by said receiver communication means from said first external device, an electronic advertisement including advertisement information converted into electronic information;

electronic advertisement storage means for storing said electronic advertisement received by said advertisement receiving means;

presenting means for presenting, to said user, said advertisement information and benefit information of said electronic advertisement received by said advertisement receiving means;

presentation state managing means for managing a presentation state representing a state in which said advertisement information of said electronic advertisement is presented by said presenting means; and

presentation state informing means for informing said advertiser of said presentation state of said electronic advertisement that is managed by said presentation state managing means, wherein

said presentation state managing means generates, based on said presentation state, said benefit information representing benefits concerning said electronic advertisement, and

said electronic advertisement confirming apparatus including:

confirmer communication means for communicating with a second external device;

electronic advertisement supply means for transmitting, by said confirmer communication means, said electronic advertisement including said advertisement information converted into said electronic information so as to supply said electronic advertisement to said electronic advertisement receiving apparatus of said user;

presentation state receiving means for receiving said presentation state provided from said presentation state informing means; and

presentation state confirming means for confirming validity of said presentation state received by said presentation state receiving means.

34. (New) An electronic advertisement receiving method for a user receiving electronic advertisement information supplied from an advertiser, comprising:

the advertisement receiving step of receiving, through communication from an external device, an electronic advertisement including advertisement information converted into electronic information;

the electronic advertisement storage step of storing said electronic advertisement received in said advertisement receiving step;

the presenting step of presenting, to said user, said advertisement information and benefit information of said electronic advertisement received in said advertisement receiving step;

the presentation state managing step of managing a presentation state representing a state in which said advertisement information of said electronic advertisement is presented in said presenting step; and

the presentation state informing step of informing said advertiser of said presentation state of said electronic advertisement that is managed in said presentation state managing step, wherein

said presentation state managing step generates, based on said presentation state, said benefit information concerning said electronic advertisement.

35. (New) An electronic advertisement confirming method for an advertiser supplying an electronic advertisement to a user, comprising:

the electronic advertisement supply step of transmitting an electronic advertisement including advertisement information converted into electronic information so as to supply said electronic advertisement to an external device of said user;

the presentation state receiving step of receiving, from said external device of said user receiving said electronic advertisement transmitted in said electronic advertisement supply step, a presentation state representing a state in which said advertisement information of said electronic advertisement is presented through said external device to said user; and

the presentation state confirming step of confirming validity of said presentation state received in said presentation state receiving step.